

# 4. Conducting Your Event

## To-Do

### 1. Customize Your Presentation

Review your list of and tailor your examples to the types of organizations in the room. This allows your audience to better connect with you because you're "speaking their language."

### 2. Make Connections

It's important to establish a personal relationship with your attendees before, during, and after the event. Show them you understand what it's like to be in their shoes and they'll be more likely to work with you.

### 3. Show Off Your Expertise

In order to make your call-to-action genuine and effective, acknowledge attendee pain points and offer solutions in the form of tips, techniques, and best practices.